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Singlepoint, Inc. Enters Partnership With Prescott-Clearwater Technologies to Launch Mobile Ad Platform

PHOENIX, AZ -- (Marketwired) -- 12/17/13 -- **Singlepoint, Inc.** (OTC: SING), a state-of-the-art mobile technology company and full-service mobile marketing company, announces today that it has entered a partnership agreement with Prescott-Clearwater Technologies for development and deployment of Singlepoint's exciting new mobile ad serving platform.

"We are extremely pleased to be launching what will become a robust revenue generating model utilizing our proprietary SMS advertising technology," states Singlepoint CEO, Greg Lambrecht.

Upon deployment, Singlepoint's mobile ad serving SMS platform will be plugged into Prescott-Clearwater's automated IVR platform. Singlepoint's SMS platform will deliver paid advertisements to the opt-in mobile numbers derived from call-ins and receive income from each and every ad sent.

Juniper Research expects spending on smartphone and tablet advertising and marketing programs worldwide to escalate rapidly from \$13.1 billion this year to \$39.3 billion in 2018. The compound annual growth rate will be 24.6% for the forecast period.

Lambrecht continues, "The potential here is huge for the company and its shareholders as it not only introduces a new stream of revenues for the company, but it also allows us to continue to increase application abilities for our existing technology. As well, the high call volume received by Prescott-Clearwater's IVR, including a high rate of opt-ins, positions Singlepoint to receive passive income on a regular basis."

Another report shows that the total number of people opting into retail messaging on mobile devices is expected to reach 7.18 million by the end of 2015, representing growth of 38%. Singlepoint is confident it can secure a noteworthy market share in this ever-growing space.

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Check out [Greg Lambrecht on MoneyTV](#)

About Singlepoint, Inc.

Headquartered in Phoenix, AZ, Singlepoint, Inc. is a state-of-the-art mobile technology company and full-service mobile marketing agency. We operate a best-in-class mobile commerce and communication platform specifically designed to serve the needs of the

non-profit community as well as the for profit companies. We make any campaign instantly interactive via the mobile phone. This functionality allows our clients to conduct business transactions, accept donations and engage in targeted communication campaigns with their customers/donors through any mobile devices. Send more messages, create more awareness, and raise revenues and donations.

For more information see www.singlepoint.com

Forward-Looking Statements

Certain statements in this news release may contain forward-looking information within the meaning of Rule 175 under the Securities Act of 1933 and Rule 3b-6 under the Securities Exchange Act of 1934, and are subject to the safe harbor created by those rules. All statements, other than statements of fact, included in this release, including, without limitation, statements regarding potential future plans and objectives of the company, are forward-looking statements that involve risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. Technical complications, which may arise, could prevent the prompt implementation of any strategically significant plan(s) outlined above. The Company undertakes no duty to revise or update any forward- looking statements to reflect events or circumstances after the date of this release.

Source: Singlepoint, Inc.